

**In the claims**

What is claimed is:

1. A system for executing promotions comprising:  
a point-of-sale computer at a checkout counter for processing purchase of items;  
a customer interface device at the checkout counter which alerts a customer to the existence of a promotion and for transferring details of the promotion to the point-of-sale computer, wherein the details of the promotion appear as bar code data to the point-of-sale computer; and  
a local promotional server wirelessly connected to the customer interface device for sending the details of the promotion to the customer interface display.
2. The system as recited in claim 1, further comprising:  
a central promotional server for sending the details of the promotion to the local promotional server, wherein the local promotional server and the central promotional server are connected by a global network.

3. A method of delivering a promotion comprising the steps of:

- collecting and storing information about a customer;
- generating a promotion based upon the information about the customer;

- determining that the customer is purchasing items at a checkout counter;

- wirelessly delivering details of the promotion to a customer interface device at the checkout counter;

- displaying a message to the customer informing the customer that the customer is to receive the promotion;

- sending the details of the promotion to a point-of-sale computer at the checkout counters, including sending the details as bar code data; and

- executing the promotion by the point-of-sale computer.